

BREWTON-PARKER COLLEGE

FINANCIAL AID DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The Office of Financial Aid will assist the College and the Division of Enrollment Services in achieving the mission of nurturing and developing the whole student in a caring, Christian environment by securing financial stability and viability.

OBJECTIVE

The Office of Financial Aid will assist the College in its goal of securing financial stability and institutional viability by improving operational efficiency through the timely and efficient delivery of financial aid.

ACTION PLAN

- All federal and state funds will be coordinated and promptly delivered to financial aid eligible recipients in a timely and efficient manner.
- A coordinated timeline will be developed with all applicable departments to establish a schedule to ensure expedient delivery of student funds.

ASSESSMENT

A comparison of the scheduled timeline and real time disbursement cycle will be evaluated each semester.

RESPONSIBILITY

Director of Financial Aid, Vice President for Enrollment Services, Financial Aid Counselors, Director of Accounting, Cashier, Registrar, and Information Services Programmer & Analyst

TIME FRAME

Twice annually

RESOURCES REQUIRED

Time

RELATED TO

Institutional Goal No. 2

BREWTON-PARKER COLLEGE

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RESULTS & RESPONSES—2002-03

OBJECTIVE

The Office of Financial Aid will assist the College in its goal of securing financial stability and institutional viability by improving operational efficiency through the timely and efficient delivery of financial aid.

RESULTS

The scheduled timeline was developed with deference to the published drop-add date, after which data is finalized. An interval of time between the drop-add date of about one-week is necessary for college personnel to finalize student information in accordance with federal and state regulations.

The evaluation of the scheduled timeline for disbursement of financial aid funds versus the real time disbursement was as follows:

| Fall 2002 | | |
|--|---------------------------|--------------------|
| Action | Scheduled Timeline | Real Time |
| Rosters delivered FAO from Registrar | September 3, 2002 | September 3, 2002 |
| Statements delivered to FAO from Business Office | September 9, 2002 | September 9, 2002 |
| Disbursement of funds from FAO | September 16, 2002 | September 12, 2002 |

| Spring 2003 | | |
|--|---------------------------|------------------|
| Action | Scheduled Timeline | Real Time |
| Rosters delivered FAO from Registrar | January 21, 2003 | January 17, 2003 |
| Statements delivered to FAO from Business Office | January 27, 2003 | January 28, 2003 |
| Disbursement of funds from FAO | February 3, 2003 | January 31, 2003 |

RESPONSE

1. A planning and organizational meeting will be held to coordinate the work of the offices involved in the disbursement cycle and to plan a disbursement calendar. The meeting will explore ways to shorten the disbursement cycle in a manner beneficial both to the College and the students. Office procedures, institutional policies, and federal/state regulations will be reviewed to determine areas of improved efficiency. The planning meeting will include the following personnel:

- Vice President for Enrollment Services
- Vice President for Finance and Administration

- Provost
 - Dean of Enrollment Management
 - Director of Accounting
 - Federal Programs Coordinator
 - Head Cashier
 - Registrar
 - Information Services Programmer/Analyst
 - Director of Financial Aid
 - Assistant Director of Financial Aid
 - Financial Aid Counselors
2. Due to the desire by the College to increase the number of new and returning students and to build a more strategic connection between various Units a realignment of enrollment offices will occur with the employment of a Dean of Enrollment Management. This position will coordinate and supervise the offices of Admissions, Financial Aid, Retention, Enrollment Support Services, and Registrar.
- With this realignment and integrated approach to enrollment, the Office of Financial Aid will add to their list of purposes and objectives the goal of improving enrollment by improving and strengthening student recruitment through the:
- Leveraging of existing dollars against the desired enrollment of the College thereby increasing new student enrollments
 - Purposeful creation of new categories in the financial aid leveraging matrix that will provides stronger incentives for select students who are more price sensitive and cost competitive

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FINANCIAL AID DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

OBJECTIVE

The Office of Financial Aid will assist the College in its goal of securing financial stability and institutional viability by improving operational efficiency through the timely and efficient delivery of financial aid.

RESULTS

1. A planning and organizational meeting was held in October, 2003 to coordinate the work of the offices involved in the disbursement cycle and to plan a disbursement calendar. The federal and state regulations and guidelines were reviewed to determine if funds could be delivered earlier to improve efficiency and improved student satisfaction. A plan was developed to deliver financial aid funds to enrolled students accounts by August 13, 2004.
2. To improve the leverage of existing College dollars to increase enrollment, a meeting was held with the representative from Noel Levitz. A new awarding strategy was developed and used in the awarding of financial aid for the fall/spring 2004-05 academic year.
3. The following new categories of College scholarships were developed to provide a stronger incentive for select students who are more price sensitive. The information was presented for consideration to the Vice President for Enrollment Services.
 - PK/MK Scholarship
 - Church Matching Scholarship
 - Additional Family Member Scholarship
 - Eagle Award Boy Scout Scholarship
 - Gold Award Girl Scout Scholarship

RESPONSE

1. Improve on the timely disbursement of funds.
2. Work with the Dean of Enrollment Management and Noel-Levitz to develop new or improve on existing leveraging strategies.
3. Identify new scholarship strategies that will have a positive impact on enrollment.

4. Develop new and improved ways to meet the needs of new and current students.

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FINANCIAL AID DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2004-05

OBJECTIVE

The Office of Financial Aid will assist the College in its goal of securing financial stability and institutional viability by improving operational efficiency through the timely and efficient delivery of financial aid.

RESULTS

The evaluation of the scheduled timeline for disbursement of financial aid funds versus the real time disbursement was as follows:

| Fall 2004 | | |
|--------------------------------|---------------------------|------------------|
| Action | Scheduled Timeline | Real Time |
| Roster Run | August 9, 2004 | |
| Fall Semester Began | August 16, 2004 | |
| Disbursement of funds from FAO | August 13, 2004 | August 18, 2004 |

| Spring 2005 | | |
|--------------------------------|---------------------------|------------------|
| Action | Scheduled Timeline | Real Time |
| Roster Run | January 3, 2005 | |
| Spring Semester Began | January 10, 2005 | |
| Disbursement of funds from FAO | January 7, 2005 | January 7, 2005 |

The Financial Aid Office is running the enrollment rosters from the College computer system. This has improved the processing time. We have eliminated the need of the Student statements from the Business Office, as we have developed a program in the Financial Aid computer system PowerFaids, to check for refunds created by Brewton-Parker College funds.

Even with staff reductions and new staff members, the Financial Aid Office was able to provide the Federal loan funds, Federal Pell Grant, Federal Supplemental Opportunity Grant and institutional funds to students within the first week of the semester. This represents a three week improvement in delivery.

The strategies developed to assist in meeting the needs of new and current students created an overall increase in financial aid during the 2004-05 academic year of 11%. The award source summary comparison was as follows:

| | 2004-05 | | | 2003-04 | | |
|----------------------|--------------|------------------|-----------------|------------------|--------------|-----------------|
| Federal Grants | \$2,101,580 | % Change +10% | # Awards 776 | % Change +13% | \$1,880,324 | # Awards 676 |
| Federal Jobs | \$204,638 | -3% | 196 | +1% | \$211,215 | 194 |
| Federal Loans | \$6,374,025 | +14% | 980 | +10% | \$5,478,569 | 875 |
| Institutional Grants | \$3,828,213 | +16% | 1270 | +2% | \$3,181,945 | 1245 |
| Institutional Jobs | \$59,100 | +29% | 45 | +26% | \$41,783 | 33 |
| Institutional Loans | \$10,500 | -73% | 5 | -64% | \$39,000 | 14 |
| Outside Grants | \$483,253 | -4% | 528 | -1% | \$506,922 | 538 |
| Endowed Grants | \$119,534 | +16% | 131 | +6% | \$100,445 | 122 |
| Private Loans | \$115,823 | +8% | 21 | +19% | \$106,229 | 17 |
| Georgia State Funds | \$1,911,807 | -4% | 1082 | +1% | \$1,991,892 | 1071 |
| Overall Totals | \$15,208,473 | +11% | 1607 | +9% | \$13,538,324 | 1460 |
| | 2004-05 | | | | 2003-04 | |

A planning meeting was held in October 2004 with the Vice President for Enrollment Services, a representative from Noel-Levitz and the Enrollment Team Members. The following new scholarships were developed for the 2005-06 academic year.

Entering freshmen would continue to receive the following academic scholarships, but the amount of the award was adjusted:

- Trustee Scholarship 04-05 \$3,000 per year 05-06 \$5,000 per year
- Presidential Grant 04-05 \$2,000 per year 05-06 \$3,000 per year
- Founders Grant 04-05 \$1,500 per year 05-06 \$2,000 per year

The following new scholarships were developed for transfer Mount Vernon students:

- Excellence Grant 05-06 \$3,000 per year
- Achievement Grant 05-06 \$2,000 per year
- Opportunity Grant 05-06 \$1,500 per year

The leveraging strategies developed for 2005-06 include an adjustment to the awarding matrix. The matrix determines the percentage of gift aid each student will receive. The

following cells in the matrix were changed for incoming Mount Vernon freshmen students.

| Cell Number | From | To |
|--------------------|-------------|-----------|
| 3 | 47% | 45% |
| 4 | 40% | 38% |
| 11 | 75% | 65% |
| 12 | 62% | 60% |
| 13 | 54% | 50% |
| 14 | 30% | 35% |
| 19 | 20% | 35% |

RESPONSE

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 - Vice President for Enrollment Services
 - Dean of Enrollment Management
 - Director of Accounting
 - Federal Programs Coordinator
 - Head Cashier
 - Registrar
 - Information Services Programmer/Analyst
 - Director of Financial Aid
 - Assistant Director of Financial Aid
 - Financial Aid Counselors

2. A planning meeting will be held with the Dean of Enrollment Management and a representative of Noel-Levitz to develop new and improved leveraging strategies.

3. Planning will be done to identify new scholarship strategies that will have a positive impact on enrollment. This will involve the following persons:
 - Dean of Enrollment Management
 - Director of Financial Aid
 - Director of Admissions

4. Strategies will be developed to assist in meeting the needs of new and current students in cooperation with the following offices:
 - Office of Admissions
 - Office of Retention
 - Business Office
 - Office of Student Affairs